

Message Text

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ACTION EA-12

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AMCONSUL SAPPORO

UNCLAS TOKYO 04823

FOR OIM/JAPAN DIV

EO 11652: NA

TAGS: BEXP, JA

SUBJECT: BUILDING PRODUCTS SHOW

REF: (A) SAPPORO 0030, (B) TOKYO 3301

1. TC UNDERSTANDS AND APPRECIATES SAPPORO EAGERNESS FOR
BPS TANDEM BUT FEELS THAT EVENT SHOULD BE RESTRICTED TO
TOKYO/OSAKA FOR FOLLOWING REASONS:

(1) TC FREIGHT FORWARDER ESTIMATES ONE DAY WOULD BE
REQUIRED FOR LOADING FREIGHT AND EXHIBIT SYSTEM IN TOKYO,
THREE DAYS TRANSIT TIME TO SAPPORO, AND ONE DAY FOR
UNLOADING AND SETTING-UP. THIS WOULD MEAN THAT SHOW
COULD NOT OPEN IN SAPPORO BEFORE THURSDAY, AND AS EXHI-
BITORS WOULD NOT BE INTERESTED IN A TWO-DAY EVENT, TC
DOUBTS THEY WOULD BE INTERESTED IN SPENDING THE WEEKEND
IN SAPPORO; THIS WOULD BE NECESSARY IF EVENT WAS HELD ON
SATURDAY. AMDO EVENT WOULD CLOSE ON FRIDAY AND EXHIBITORS
COULD RETURN TO U.S. ON SATURDAY.

(2) FREIGHT TRANSIT TIME COULD BE REDUCED BY USING AIR
BUT AIRFREIGHT, TOKYO/SAPPORO IS 107,930 YEN PER METRIC
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FREIGHT TON.

(3) AMDO HAS A USABLE EXHIBIT SYSTEM, WHEREAS THE TC
SYSTEM OR A RENTED SYSTEM WOULD BE REQUIRED IN SAPPORO,
THEREBY ADDING TO COSTS.

(4) AMDO HAS A BUILT-IN ELECTRICITY SYSTEM. WHERE

SAPPORO IS CONCERNED, TC DOES NOT KNOW WHAT UTILITIES ARE AVAILABLE, BUT IT IS RARE TO FIND AN AREA, NOT SPECIFICALLY DESIGNED FOR EXHIBITIONS, WHICH HAS ADEQUATE ELECTRICITY SETUP. HERE, AGAIN, INSTALLATION OF UTILITY

REQUIREMENTS WOULD BE AN ADDITIONAL EXPENSE.

(5) AMDO HAS EXPERIENCED FREIGHT HANDLERS AND EXHIBIT SETUP CREWS. IN SAPPORO, HOWEVER, TC WOULD HAVE TO PROVIDE SUPERVISION FOR UNPACKING AND REPACKING OF EXHIBITORS' MERCHANDISE AND TO OVERSEE BOOTH CONSTRUCTION - AGAIN, ADDITIONAL EXPENSES.

(6) TC DOES NOT FEEL THAT EXHIBITORS WOULD CONSIDER A THREE-WEEK EVENT, WHICH WOULD, IN OUR OPINION, BE REQUIRED FOR A TOKYO/AMDO/SAPPORO EVENT. IT WOULD UNDOUBTEDLY BE VERY DIFFICULT TO PREVAIL UPON U.S. EXHIBITORS TO SPEND THE TWO WEEKS THAT WOULD BE REQUIRED TOKYO/OSAKA; PROGRAM EXPERIENCE HAS PROVEN THAT IT IS VIRTUALLY IMPOSSIBLE TO GET U.S. EXHIBITORS TO DEDICATE THREE WEEKS TO AN EXHIBITION IN ONE COUNTRY.

(7) ONE-HUNDRED SQUARE METERS WOULD ACCOMMODATE 8 TO 10 BOOTHS MAXIMUM, A PROMOTION THAT WOULD BE TOO SMALL TO JUSTIFY ADDITIONAL EXPENSES. RENTING SPACE FOR FIVE DAYS WOULD MEAN ANOTHER \$1,000.

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(8) TC REGRETS THAT IT DID NOT SPELL OUT THESE REASONS AND ADDITIONAL COSTS IN PREVIOUS MESSAGE, BUT STILL BELIEVES THAT ADDITIONAL COST PER PARTICIPANT WOULD BE ABOUT \$1,000 FOR WHAT WOULD STILL BE LESS MARKET EXPOSURE.

(9) IN SPITE OF ABOVE COMMENTS, OIM MAY WISH TO DISCUSS POSSIBLE THIRD WEEK SHOW IN SAPPORO AND, IF ENOUGH INTEREST IS GENERATED, TC COULD THEN ARRANGE OFF-SITE EVENT THERE.

(10) SAPPORO: PLEASE ADVISE IF IN-BOND FACILITY FOR DISPLAY PURPOSES CAN BE ARRANGED. MANSFIELD

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